

## Message Text

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PAGE 01 STATE 039635  
ORIGIN USIA-15

INFO OCT-01 EA-12 ISO-00 /028 R

DRAFTED BY:USIA/IEA:MVSTORM  
APPROVED BY:STATE/EA/EX:DON WETHERBEE  
USIA/IEA:MSMITH  
USIA/IOP/P:PBLACKBURN  
USIA/IOP/P:DROSE  
STATE/EA/PRCM:RMCMAHON  
USIA/IEA:ENOJEK

-----019545 150916Z /20

R 150229Z FEB 78  
FM SECSTATE WASHDC  
TO USLO PEKING

UNCLAS STATE 039635

USIAC

EO 11652 N/A

TAGS:

SUBJECT:

FOLLOWING USIA 3750-U OF 10 FEB 78 SENT ACTION ALL USIS  
PRINCIPAL POSTS INFO SECSTATE REPEATED FOR YOUR INFO.

QUOTE  
UNCLAS USIA 3750 CIRCULAR

USIAC

USNATO FOR USIS/USIO; GENEVA FOR USIS/USIO;  
BRUSSELS ALSO PASS USIS/USEC; PARIS ALSO PASS USIS/OECD  
STATE FOR CU- MR. HITCHCOCK  
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EO 11652 N/A

SUBJECT: COUNTRY PLAN INSTRUCTIONS

INSTRUCTIONS THIS YEAR'S COUNTRY PLAN PROPOSAL (CPP) SUBMISSION  
WILL BE SENT O/A FEBRUARY 10. PURPOSE THIS CABLE INFORM YOU ITS

MAJOR ELEMENTS SO YOU CAN BEGIN PLANNING PRIOR RECEIPT OF DETAILED INSTRUCTIONS.

PAOS ENCOURAGED TO PUT THEMSELVES INTO CONCEPTUAL MODE OF ICA AS REFLECTED IN PRESIDENT'S REORGANIZATION PLAN, RECOGNIZING THAT THEIR COUNTRY PLANS ARE AMONG FIRST PLANNING DOCUMENTS OF A NEW AGENCY. DO NOT ASSUME "BUSINESS AS USUAL." HEREAFTER ALL OF THE EFFORTS OF THE NEW AGENCY, ICA, WILL BE CHARACTERIZED BY THE FURTHERANCE OF BILATERAL COMMUNICATION ON IMPORTANT SHARED CONCERNS THROUGH THE EXCHANGE OF IDEAS AND PEOPLE.

THE INSTRUCTIONS HAVE SEVERAL NEW ELEMENTS: THEY COMBINE SOME ELEMENTS PREVIOUS USIA AND CU PLANS; THEY COVER TWO-YEAR PLANNING PERIOD; AND THEY REQUIRE A SIMPLIFIED ZERO BASED BUDGETING (ZBB) SUBMISSION.

POST IS TO BASE ITS PLAN ON AN ANALYSIS OF BASIC COMMUNICATION RELATIONSHIP BETWEEN U.S. AND HOST COUNTRY. THIS ONE OR TWO-PAGE ESSAY SHOULD BE RELATED TO MISSION GOALS AND OBJECTIVES AND ALSO TO OTHER LONG-TERM, DEEPER BILATERAL CONCERNS WHICH CAN BE ADDRESSED BY IMPROVING COMMUNICATION BETWEEN THE TWO COUNTRIES. YOUR PROPOSED TEXT THIS SECTION SHOULD BE CABLED FOR WASHINGTON REVIEW BY MARCH 10.

POSTS WILL DEVELOP A NUMBER OF "PROGRAM PLANS" WHICH FOLLOW LOGICALLY FROM ASSESSMENT OF BILATERAL COMMUNICATION RELATIONSHIP. UNCLASSIFIED

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THESE WILL NORMALLY TOTAL BETWEEN THREE AND NINE DEPENDING ON POST'S SIZE AND NUMBER OF BASIC ISSUES WITH WHICH IT DEALS. PROGRAM PLANS DEFINE MAJOR AREAS OF SUBJECT MATTER (E.G., NON-PROLIFERATION) OR MAJOR PROCESSES (E.G., STRENGTHENING BILATERAL COMMUNICATION) ON WHICH POSTS WISH FOCUS SIGNIFICANT PROPORTIONS OF THEIR RESOURCES. EACH PROGRAM PLAN MUST CONTAIN ITS OWN CONTEXT (I.E., RATIONALE) STATEMENT, A LISTING OF MAJOR PROGRAM OBJECTIVES, DISCUSSION OF THE INDIVIDUALS AND INSTITUTIONS IT IS INTENDED TO INVOLVE, AND STATEMENT OF POST'S ACTIVITIES AND PROJECT PROPOSALS WHICH WILL SUPPORT THAT PROGRAM PLAN. WORLDWIDE AND REGIONAL OBJECTIVES IDENTIFIED AND SUPPORTED BY THE AGENCY WILL BE ANNOUNCED LATER.

THEMATIC PROJECT PROPOSALS AND EXCHANGES PROJECT PROPOSALS WILL BE SUBMITTED USING SINGLE STANDARD FORM (A SLIGHTLY REVISED VERSION OF LAST YEAR'S USIA PROJECT PROPOSAL FORM). NUMBER OF ALLOWABLE THEMATIC PROJECT PROPOSALS IS BEING REDUCED SUBSTANTIALY, BUT AGENCY INTENDS TO SIGNIFICANTLY INCREASE PROPORTION OF POST PROPOSALS IT SUPPORTS.

THE ZBB SUBMISSION REQUIREMENTS WILL NOT BE ONEROUS. FOR EACH LEVEL OF RESOURCES (E.G., 90 PERCENT, 100 PERCENT, 105 PERCENT)

POST SUBMITS ON A SINGLE PAGE THE WAY IN WHICH IT WOULD FOR FY 1980  
CONFIGURE THOSE RESOURCES AMONG ITS ACTIVITIES, ITS STAFF, ITS  
PROGRAM PLANS AND ITS INSTALLATIONS.

ABOVE SUMMARIZES MOST IMPORTANT CONCEPTUAL ELEMENTS OF NEW COUNTRY  
PLAN. OTHER REQUIREMENTS WILL BE DETAILED IN INSTRUCTIONS, WHICH  
WILL ALSO CONTAIN A MODEL.

YOUR COMPLETED CPP SHOULD BE SENT TO WASHINGTON BY APRIL 10.

AGENCY WILL ADVISE POSTS BY CABLE DATE INSTRUCTIONS ARE SENT AND,  
IN SAME CABLE, WILL PROVIDE DETAILS TO ENABLE POSTS BEGIN DEVELOP  
RATIONALEM REINHARDT UNQUOTE VANCE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** INSTRUCTIONS, CULTURAL PRESENTATIONS, GOVERNMENT AGENCIES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 feb 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
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**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** COUNTRY PLAN INSTRUCTIONS INSTRUCTIONS THIS YEAR'S COUNTRY PLAN PROPOSAL (CPP) SUBMISSION WILL BE SENT O/A FEBRUARY 10. PURPOSE THIS CABLE  
**TAGS:** SCUL, OEXC, AMGT, XX  
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**Review Markings:**  
Sheryl P. Walter  
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**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014